

**REMARKS:**

This application has been carefully reviewed in view of the Office Action dated 10/7/2008. Applicant respectfully traverses all rejections and requests reconsideration in view of the following:

Applicant respectfully traverses the current rejections and reserves the right to pursue claims of similar scope in a continuing application. Applicant has cancelled all claims without prejudice and wishes to present new claims 87-105 for the Examiner's consideration, but makes no admissions that the cancelled claims are not patentable. Moreover, Applicant reserves the right to present further arguments as to the patentability of the cancelled claims in a continuing application.

It is noted that the new claims call out a further distinction in the first menu in that "one of the menu options shown at a location of the display that is highlighted; responsive to a navigation command from the remote controller, moving the first navigable list of menu options of the GUI to cause another field of the plurality of fields to move to the location that is highlighted, and thus highlight the another field while continuing to display the AV content currently playing on the display". Hence, to elaborate without intent of imposing any limitations, the menu moves responsive to the remote controller navigation command such that the menu moves through the highlighted location. This claim feature is depicted in Fig. 7 and Fig. 8 and is described in the specification on or about pages 13 and 14 at least. Note that element 216 scrolls to the highlighted location previously occupied by element 214.

Applicant respectfully requests reconsideration and allowance of all claims at an early date.

**Conclusion**

Consideration and allowance of these new claims are respectfully requested. If further matters remain to be resolved in this application, Applicant earnestly invites the Examiner to contact the undersigned in order to expedite prosecution by way of an interview. The undersigned can be contacted at the telephone number below.

Respectfully submitted,

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Dated: 12/19/08

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